



Via ECFS

April 20, 2017

Ms. Marlene H. Dortch  
Secretary  
Federal Communications  
Commission 445 12th Street, SW  
Washington, D.C. 20554

**Re: *Ex Parte* Notice:** GN Docket No. 16-142, *Authorizing Permissive Use of the "Next Generation" Broadcast Television Standard*

Dear Ms. Dortch:

On April 19, 2017, the undersigned hosted members of the Commission's Public Safety and Homeland Security Bureau at the Sinclair Broadcast Group (SBG) corporate offices in Arlington, Virginia to demonstrate the Advanced Warning and Response Network (AWARN) and other capabilities of the proposed ATSC 3.0, Next Generation ("Next Gen"), broadcast transmission standard. The pending rule-making proceeding to approve use of the new standard was discussed as well. A list of those in attendance is attached.

Members of the AWARN Alliance were present to demonstrate the geo-targeting, rich media, and other capabilities made possible with the Next Gen standard. AMBER, chemical spill, and tornado warning prototypes were presented. These demonstrations showed how the Next Gen standard moves far beyond simple text messages on receive devices to display photos of missing children, kidnapping suspects, vehicle identity and location maps. Similarly, Doppler radar, evacuation routes, toxic cloud locations, specific shelter advice, and hospital wait times were shown to display dramatically the advantages of the Next Gen standard.

The AWARN demos were followed by a presentation by SBG focused on the inadequacies of the current DTV standard, including: lack of mobility, inability to connect with Internet-enabled devices, deficient emergency notifications, and the inability to hyper-localize programming or advertising. In contrast, the advances enabled by the Next Gen standard were highlighted within the broadcast one-to-many architecture supplemented with the change to an Internet Protocol distribution process and more robust modulation and compression technologies. Together, these elements help meet the evolving needs of both viewers and broadcasters.

The demonstration also provided an example of consumer-facing devices using the new standard, which highlighted a variety of flexible options available to viewers. Those included multiple programming streams, video-on-demand options, personalized program choices, “hybrid” broadcast-broadband networks permitting interactivity, along with an example of a “home gateway” device to enable ATSC 1.0 and handheld devices through existing Wi-Fi distribution of a Next Gen signal.

Please contact the undersigned should you have any questions regarding this matter.

Sincerely,

**/s/**

John M. Lawson  
Executive Director

cc: Listed on attached

Demonstration attendees:

**From the FCC:**

Lisa M. Fowlkes

Greg Cooke

Jessica Krentz

Peter Shroyer

**From AWARN Alliance:**

John Lawson

Fiona James

**From Sinclair Broadcast Group:**

Amanda Ota